

May 27, 2015

REQUEST FOR STATEMENT OF QUALIFICATIONS
Deadline for Statement of Qualifications is June 18th, 2015

The Association of Bay Area Governments' (ABAG) San Francisco Bay Trail invites you to submit a Statement of Qualifications (SOQs) and other materials for website services. The Services Required Section below describes the requirements in more detail.

I. Background

The San Francisco Bay Trail, a project of ABAG, is a planned 500-mile walking and cycling trail around the entire San Francisco Bay. 340 miles are complete and in use today. The Bay Trail Project seeks a new design for its website (www.baytrail.org), an important tool for communication to the public and the jurisdictions the Project partners with. ABAG also administers the San Francisco Bay Area Water Trail (The Water Trail). The Water Trail website was created in 2013 and can be found at www.sfbaywatertrail.org.

II. Services Required

The Consultant selected pursuant to this RFQ will, in coordination with Bay Trail staff, prepare a website with a graphically appealing design that facilitates a clear and logical flow of information and graphic continuity between the Bay Trail and Water Trail websites. Ease of navigation within the Bay Trail website will be a key feature. The Bay Trail website must be in Word Press format, mobile optimized, accessible, and will include but not be limited to the following drop-down menus:

- Explore the Bay Trail
 - About the Bay Trail
 - Types of Experiences
 - Suggested Walks
 - Suggested Rides
 - Best Birding
 - About Bay Habitats
 - About Bay Species
 - Sister Trails
- Trail Maps
 - Overview Map
 - SF + Peninsula
 - South Bay
 - East Bay
 - Carquinez Strait
 - North Bay
 - Marin

- News/Events
 - Links to current articles about the Bay Trail
 - Bay Bridge Path Hours and status
 - Moffet Trail status
 - Others
- FAQ's
 - When will the Bay Trail be complete?
 - Can I bring my dog?
 - When is it open?
 - Bay Area Bridges
 - Is there hunting on or near the Bay Trail?
 - Can I walk/ride the whole thing?
- About Us
 - Bay Trail Board
 - Bay Trail Steering Committee
 - Staff/Contact Us
 - Funding Partners
- Plans & Publications
 - Bay Trail Map Set
 - Bay Trail Plan
 - SF Bay Shoreline Guide
 - Bay Trail Overview Map/Brochure

Staff will provide all text, maps, links and photos to be incorporated into the website.

III. Time Frame

Services will commence on or about July 1, 2015 and end on or about November 1, 2015.

IV. Compensation

Up to \$15,000 is available for this contract. Consultant must be a bona-fide independent Consultant. Consultant is responsible for payment of applicable state and federal taxes. Services will be paid for on either an hourly basis with other direct costs to be billed on an as expended basis or on the basis of completion of tasks. All payments will be in arrears. Payments for grant funded projects are contingent upon approval by, and receipt of funds from, the grantor.

V. Selection Procedure

Every Statement of Qualifications (SOQ) will be evaluated according to the criteria below. Numerical scores will be tabulated for each offer.

1) Relevant Qualifications and Experience - The Consultant will be evaluated based on the level of experience and background in performance of similar projects, the clarity of graphic

communication demonstrated in those projects, and the ability to work collaboratively with ABAG staff.

2) Education and Professional Background - The Consultant will be evaluated based on his/her academic credentials and professional associations sufficient to demonstrate a high level of relevant expertise.

3) Results of Reference Checks.

4) Statement - The Consultant will be evaluated based on the adequacy of the material submitted in response to the services required as described in this Statement of Qualifications (SOQ). Statements must respond to all the requirements of the request, and must include all information specifically required in all sections of the request.

Highest ranking candidates may be invited to an interview at ABAG Offices, 101 8th Street, Oakland, CA, at their own expense.

VI. Contract Award

Contract award shall be made to the responsible Consultant on the basis of the evaluation criteria listed above and whose statement is most advantageous to ABAG. Our objective is to obtain the highest qualified Consultant to achieve the objectives within a realistic time frame and reasonable cost. Qualifications and experience as a whole are more important than cost.

This request does not commit ABAG to award a contract. We reserve the right to reject any or all SOQs received in response to this request. Award of contract may not be made to any Consultant unless an agreement can be secured for all general and special contract provisions. Award will not be made to a Consultant whose proposed period of performance is not within a period of time acceptable to ABAG. Applicants are informed that the award of any contract as the result of this solicitation is contingent upon the availability of funds.

VII. What to Submit

To provide an objective, fair review of candidate submittals, statements are to include only the following information:

1) Transmittal Letter - Normal transmittal letter, covering highlights and unique features of your firm. Any special terms and conditions of the offer should also be summarized here. Letter should include the name and telephone number of a contact person and your office address.

Length: **One (1) page maximum.**

2) Statement of Qualifications - Provide a definitive statement to respond to the requirements as stated in this request. This must describe in detail the procedures and methods that will be used to provide the services requested, preferably drawing on past experience/work conducted by the applicant.

Length: **Two (2) pages maximum.**

3) Relevant Experiences - Provide a summary of relevant experience over the last 5 years.

Length: **Two (2) page maximum.**

4) Educational and Professional Background - Provide a summary of educational background. Also include special professional and/or project experience.

Length: **Two (2) pages maximum.**

5) List of Client References - Provide a list of clients to be used as references for your work, including contact name, address, telephone number, nature of job, length of engagement, and amount.

Length: **One (1) page maximum.**

6) Budget - Must include total funds requested and amount budgeted for tasks associated with the project. Provide hourly billing rate, including overhead.

Length: **One (1) page maximum.**

7) Examples of Work - Provide up to **Three (3)** example projects. Length: **Twelve (12) pages maximum.**

We require three (3) hard copies of your SOQ package as well as one (1) electronic copy that can be submitted by email. **All proposals are due in the ABAG offices no later than June 18, 2015 at the close of business, 5: 00 P.M.** Questions may be directed to Maureen Gaffney.

VIII. Where to Submit Application

If mailed, address to:

Maureen Gaffney/SF Bay Trail
ABAG
P.O. Box 2050
Oakland, CA 94604-2050

If hand delivered:

Maureen Gaffney/SF Bay Trail
ABAG
101 8th Street
Oakland, CA 94607-4756

Electronic SOQs can be emailed to:

maureeng@abag.ca.gov

(Receipt in our office must be by the deadline stated regardless of postmark.)